



DESTINATION NEWPORT COMMITTEE AGENDA
Thursday, February 18, 2016 - 2:00 PM

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting to Peggy Hawker, City Recorder at 541.574.0613.

The agenda may be amended during the meeting to add or delete items, change the order of agenda items, or discuss any other business deemed necessary at the time of the meeting.

1. CALL TO ORDER
2. ADDITIONS/DELETIONS TO AGENDA
3. CONSENT CALENDAR
 - 3.A. Approval of Minutes for January 21, 2016
[January 21, 2016-DNC-Minutes](#)
4. MEDIA CONSIDERATIONS
 - 4.A. Bend Magazine Proposal, Fletcher Beck
[BendMag MediaKit EMAIL.pdf](#)
5. OTHER

5.A. Letter to ODOT

5.B. Recommendation to Approve the Marketing Grant Application for Bike Classic
[CHC DNCgrant edit.pdf](#)

5.C. Draft Request Letter to Budget Committee

5.D. Report from the Lincoln County Fair on their Tourism Marketing Grant
[Destination Newport Report.pdf](#)
[Comcast Agreement.pdf](#)
[Driftworks Comcast Invoice.pdf](#)

6. DISCUSSION AND ACTION

7. CHAMBER REPORT

8. PUBLIC COMMENT

9. ADJOURNMENT

Destination Newport Committee
January 21, 2016
2:05 P.M.
Newport, Oregon

CALL TO ORDER

The January 21, 2016, regular meeting of the Destination Newport Committee was called to order at approximately 2:00 P.M. In attendance were Ric Rabourn, John Clark, Judy Kuhl, Lance Beck, and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant; Catherine Rickbone, Oregon Coast Council for the Arts; Craig Kane; and Jamie Rand, News-Times,

INTRODUCTIONS

Lance Beck, Director of Marketing for the Oregon Coast Aquarium introduced himself. L. Beck is the new member of the Committee replacing Carrie Lewis, Oregon Coast Aquarium Director.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the December 17, 2015, meeting;
- B. Review of Accounts for December 2015;

MOTION was made by Clark, seconded by Rabourn, to approve the consent calendar, as presented. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

Reviewed 101 Things to do proposal for the 2016 publication.

Reviewed the Oregon Coast Magazine proposal.

OTHER

Catherine Rickbone from the Oregon Coast Council of the Arts with Craig Kane presented an application for a Tourism Marketing Grant which included a four minute video. The concept is to bring back a performance series that is adjustable with what is trending and popular at the time.

Committee reviewed and edited a presentation for the Council to review the Committee's efforts over the last several years.

DISCUSSION AND ACTION

MOTION was made by Clack, seconded by Kuhl, to recommend to City Council approval of a Tourism Marketing Grant to the Oregon Coast Council of the Arts in the amount of \$5,000. The motion carried unanimously in a voice vote

MOTION made by Rabourn, seconded Clark, to approve ½ page Outside Back Cover and ½ page inside ad in 101 Things to do for 1 year totaling \$4,499. The motion carried unanimously in a voice vote

MOTION was made by Kuhl, seconded by Clark, to approve the back cover page ad in Oregon Coast Magazine for the Mile by Mile Guide for \$7,500. The motion carried unanimously in a voice vote

Next meeting will be February 18, 2016.

CHAMBER REPORT

Davis reported the new Seafood and Wine app and website. Discover Newport and Chamber website are currently being refurbished.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:35 P.M.

BEND

CENTRAL OREGON LIFE & STYLE

2016-17 Media Kit



Central Oregon— on a new level.

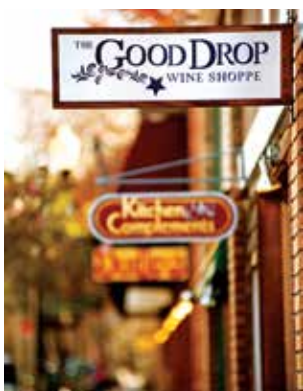
Built on decades of expertise in what makes this region one of the world's best places, *Bend Magazine* delves into the soul of Central Oregon, building stories around the area's stunning environs, fascinating people and distinct mountain culture for those thirsting to explore it. *Bend Magazine* – the voice of Central Oregon, from the people who know it best.

Think the highest quality in magazine and digital media with Bend as its muse. Our award-winning writers, designers and photographers bring you all things essentially Central Oregon—adventures, independent thinkers, entrepreneurs, the latest in the culinary architecture, music and arts scenes.

Bend Magazine comes from the creative minds at 1859 Media, with thousands of dedicated followers who look to their experts for the best ways to explore and experience all that the region offers.

Our experience in building community through storytelling across platforms engages and inspires our audience.

Our content makes doers and travelers out of our readers. They engage, explore and experience.



Editorial Overview

When explorers forded the Deschutes River on their way farther west, they gave the place a name – Farewell Bend. It has fared well indeed, with modern-day pioneers of the good life discovering it here.

Hailed as one of America's Best Places to Live, to be an entrepreneur, to bike, ski, fish, golf, standup paddleboard, reboot, dine and drink microbrews, Bend is our home and the creative incubator for Bend Magazine.

LIVING THE LIFE

Hike the cinder cone, descend on epic powder, climb ochre-colored rock walls. Golf nine holes, catch trout, sip a microbrew, catch a concert — and that's just one day. We seize endless fun at every turn.

STYLE

We showcase the intersection of lifestyle and personal style, from trending homes and artisan-crafted furniture to sleekly designed beer growler, the apparel that fits river play to summer concerts — and everything in between.

TASTE

From the coffee notes in the newest microbrew or distillery to the latest culinary innovation, we've got this scene dialed.

PEOPLE

A place this good attracts fascinating people who are here for good reason. Meet them on our pages.

CULTURE

Find out what's happening in the music clubs, galleries, theaters and museums.

FEATURES

These compelling stories reveal Central Oregon's soul. It's what makes readers want to spend time with us and engage in the community.

2016 Ad Rates

Ad size	1x	4x	Multi-publication discount*
1/4 Page	\$795	\$695	\$595
1/2 Page	\$1,195	\$995	\$895
Full page	\$1,995	\$1,795	\$1,695
Two-page spread	\$3,795	\$3,495	\$3,250
Special insert	\$3,995	\$3,995	\$3,995
Inside front & back covers	\$2,795	\$2,795	\$2,795
Back cover	\$2,995	\$2,995	\$2,995

*Requires commitment in at least eight (8) 1859 Media publications per year.

Submissions

File Transfer

Please use our transfer site
1859.wetransfer.com

Mail

PMB 335
70 SW Century Drive,
Suite 100
Bend, OR 97702

Phone

541.550.7081 main
541.306.6510 fax

Email

art@1859media.com

Print ad specifications

Ad size	Bleed type	Ad specs	Trim area	Live area
1/4 page	No bleed	4"w x 5.06"h	--	4"w x 5.06"h
1/2 page horizontal	Full bleed	9.25"w x 5.625"h*	9"w x 5.4375"h	8.75"w x 5.3125"h
	No bleed	8.25"w x 5.06"h	--	8.25"w x 5.06"h
1/2 page vertical	Full bleed	4.625"w x 11.125"h**	4.5"w x 10.875"h	4.375"w x 10.675"h
	No bleed	4"w x 10.375"h	--	4"w x 10.375"h
Full page	Full bleed	9.25"w x 11.125"h	9"w x 10.875"h	8.75"w x 10.675"h
	No bleed	8.25"w x 10.375"h	--	8.25"w x 10.375"h
Inside covers	Full bleed	9.25"w x 11.125"h	8.75"w x 10.875"h	8.5"w x 10.675"h
	No bleed	8.25"w x 10.375"h	--	8.25"w x 10.375"h
Back cover	Full bleed	9.25"w x 11.125"h	9"w x 10.875"h	8.75"w x 10.675"h
	No bleed	8.25"w x 10.375"h	--	8.25"w x 10.375"h

*include a .125" bleed top or bottom depending on placement

**include a .125" bleed left or right depending on placement

2016-17 Production Calendar

SPRING 2016

Reserve space
February 19, 2016

Materials due
February 26, 2016

On sale
April 1, 2016

SUMMER 2016

Reserve space
May 20, 2016

Materials due
May 27, 2016

On sale
July 1, 2016

FALL 2016

Reserve space
August 19, 2016

Materials due
August 26, 2016

On sale
October 1, 2016

WINTER 2017

Reserve space
November 18, 2016

Materials due
November 25, 2016

On sale
January 1, 2017

General Information:

Name of Applicant Organization: City of Newport Parks and Recreation Department

Mailing Address: 169 SW Coast Hwy.

City, State, Zip: Newport, OR, 97365

Telephone: (541) 574-5453 Fax: (541) 574-6596

E-Mail Address: M.Cavanaugh@NewportOregon.gov

Principal Contact (If different from Applicant): Michael Cavanaugh

Mailing Address (If different from Applicant): _____

City, State, Zip: _____

Telephone: _____ Fax: _____

E-Mail Address: _____

Date(s) and Time(s) of Event: Saturday May 14, 2016

Description of Event or Activity*: _____

Mountain bike enthusiasts from all over the state will converge on Newport to challenge

their skill and endurance against the rugged coastal terrain. The course will be a steep 12 miles

of mud, dirt, gravel, and tree roots, that will provide a white knuckle ride for even the top riders.

Nature of Event or Activity:

Single Day Event May 14

Multi-night local lodging event _____ days

Extended calendar event. _____ days

Amount of Funding Requested: \$ 3000

Total Event/Activity Budget: \$ 7000

What specific marketing expenditures will the granted funds be used for?*

Statewide and Pacific Northwest targeted marketing efforts including:

Placing adds in mountain bike publications

Bike Show Fees and associated expenses

Mailing materials to bike shops across the Northwest

List event/activity supporters or partners*: _____

Bike Newport will be our partner in all aspects of planning, developing and hosting this race.

The Newport News-Times has pledged in-kind sponsorship to help us make this

event a huge success.

*Use additional sheets as necessary.



The NEW Lincoln County Fair

August 19-21, 2016 • www.TheLincolnCountyFair.com

OSU Extension Service Lincoln County, 4-H Program

Oregon State University, 1211 SE Bay Blvd, Newport, Oregon 97365

T 541-574-6534 | F 541-265-3887 | <http://extension.oregonstate.edu/lincoln/>

January 20, 2016

Dear Discover Newport Committee,

We hope that you were able to come enjoy the 2015 New Lincoln County Fair and see its success for yourselves. In case you weren't, we are pleased to report that we more than doubled attendance and by all vendor and participant reports offered a successful and enjoyable event. We owe that success to the support of entities such as the Discover Newport Committee and its generous marketing grant.

We used that grant to specifically target neighboring out-of-county areas and those with the potential to come for a day or the weekend. We have many anecdotal reports from vendors and other participants about their conversations with tourists and out-of-towners, indicating that we were indeed successful in attracting this audience. In addition, many entries into the Win-a-Pig contest came from attendees from out of the county. While we recognize that summer is a busy season regardless of the Lincoln County Fair, we also believe that our out-of-county advertising raised awareness about Lincoln County in general and motivated those tourists to come enjoy the fair – and spend their money with the many local vendors at the event and around town.

Attendance at the 2015 Fair was over 13,400, as compared with the prior year's report 6,200. We hosted over 80 vendors, with numerous late additions from neighboring counties that may have been due to the awareness generated by the television advertising campaign. We worked with Driftworks Productions, a local company that produced the video itself and helped coordinate with Comcast for the ad time.

Seeing the support we had generated for the event and specifically Newport's willingness to support our ad campaign, Comcast stepped up its offer and in addition to the purchased out-of-town marketing slots, added bonus slots that would reach throughout the county. Those spots targeted areas outside of Newport, thus bringing in attendees from outlying areas who might not otherwise have known about the event or been inclined to attend.



Oregon State University Extension Service offers educational programs, activities, and materials without discrimination based on age, color, disability, gender identity or expression, marital status, national origin, race, religion, sex, sexual orientation, or veteran's status. Oregon State University Extension Service is an Equal Opportunity Employer.

The following spreadsheet summarizes the key expenditures related to promotion and advertising for this event. Some items were paid cash and others received as in-kind donations. Obviously the overall budget for the entire event is far greater and can be provided if needed.

Promotion Related Expenses for The New Lincoln County Fair 2015

Item	Provider	Expense
Commercial (video)	Driftworks Productions	\$2000
Edits to video	Driftworks Productions	\$100
Commercial airtime	Comcast/Driftworks Productions	\$3029
Promotional assistance/advising	Show Sherpas	\$800
Fair Poster Artwork	Casey McEneny	\$1500
Poster Graphic Design	Allison Walkingshaw	\$500
Newspaper advertisements, printing of poster and of onsite Fair Guide	Newport NewsTimes	\$9000
Radio advertisement	Yaquina Bay Communications	\$2607
Radio advertisement	Boss Radio	\$1200
Printing of Posters	Chinook Winds Casino Resort	\$200
Advertisement out of county for bullriding event	Push Productions	\$2500

I have included copies of the invoices paid by the Lincoln County 4-H Association on behalf of the Fair, as well as the original marketing agreement showing the number of out-of-county advertisements and the bonus in-county spots. I have detailed lists of all ad slots run, if you need more specific information.

If you have any questions about our promotional efforts or the event itself, please don't hesitate to contact us. Thank you again for your generous support. We look forward to possible future collaborations.

Sincerely,



Michele R Osterhoudt
The NEW Lincoln County Fair
Come see us in 2016! August 19-21



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Agreement for the OSU Extension Service

COMCAST
SPOTLIGHT

June 29th through August 16th 2016 – 45 Days

Zone	Salem	Corvallis	Central Coast	Depoe Bay
# of spots	500	500	450	450
M-Su 5a-4p	335	335	300	300
M-Su 4p-12m	165	165	150	150
Cost	\$1,600	\$1,400	\$0	\$0

Your commercials will run on the following networks:

(may be substituted for those with similar demographics if inventory is unavailable)



Total # of spots for campaign: 1,900

Campaign impressions: 221,159

Total campaign investment: \$3,000

Signature: _____ Date: _____



(541) 961-3300

Michael@DriftworksProductions.com
www.DriftworksProductions.com

Lincoln County 4-H Association

1211 SE Bay Blvd
Newport, OR 97365
Tax ID # 93-6036649

todd.williver@oregonstate.edu
Off (541) 574-6564 Ext 22
Cell (541) 815-1515

Invoice # LC08172015

Balance Due

paid 8/19/15

Thank you,
Michael Blakeley



Driftworks Productions
PO Box 1751
Newport, OR 97365

(541) 961-3300

Michael@DriftworksProductions.com

www.DriftworksProductions.com

Client:

Lincoln County 4-H Association

1211 SE Bay Blvd
Newport, OR 97365
Tax ID # 93-6036649

todd.williver@oregonstate.edu

Off (541) 574-6564 Ext 22

Cell (541) 815-1515

Date of Invoice: 9/14/2015

Invoice # LC09142015

Type of Unit	Description	Amount
Media	Comcast Air time in Central Coast, Corvallis, Salem, and Depoe Bay Zones, Cycle ending 8/16/15 (Spot ran: Lincoln County Fair 2015 LC06222015P)	
	Balance Due	\$1421.00

Please pay from this invoice and send check to address above.

Thank you,

Michael Blakeley

paid 9/25/15